1. (Currently Amended) A method, comprising:

receiving at a processor a telephone call having routing information from an originating party;

routing the telephone call from the processor to a terminating party based on the routing information;

determining an identity of the terminating party at the processor;

determining at the processor targeted marketing material based on the identity of the terminating party, and

providing the targeted marketing material from the processor to the originating party.

2. (Original) The method of claim 1, wherein the telephone call is a toll-free telephone call.

3. (Original) An apparatus, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions directing the processor to:

receive a telephone call having routing information from an originating party;

route the telephone call to a terminating party based on the routing information;

determine an identity of the terminating party;

determine targeted marketing material based on the identity

of the terminating party; and

provide the targeted marketing material to the originating

party.

4. (Previously Presented) The method of claim 1, further comprising:

providing targeted marketing materials to the terminating party.

5. (Previously Presented) The method of claim 1, further comprising:

identifying the originating party.

6. (Previously Presented) The method of claim 5, further comprising:

providing targeted marketing materials to the originating party based on

characteristics associated with the identity of the originating party.

7. (Previously Presented) The method of claim 5, further comprising:

providing targeted marketing materials to the targeting party based on

characteristics associated with the identity of the originating party.

8. (Withdrawn) A method comprising:

receiving a VOIP transaction originated from a computer or wireless

device which has routing information to a telephone or IP number;

routing the transaction to that telephone number or IP number;

determining the identity or profile of the terminating party;

determining targeted marketing materials based on the identity of the terminating party; and

providing targeted marketing materials to the originating party.

9. (Withdrawn) The method of claim 8, further comprising:

providing targeted marketing materials to the terminating party.

10. (Withdrawn) The method of claim 8, further comprising:

identifying the originating party.

11. (Withdrawn) The method of claim 10, further comprising:

providing targeted marketing materials to the originating party based on characteristics associated with the identity of the originating party.

12. (Withdrawn) The method of claim 10, further comprising:

providing targeted marketing materials to the targeting party based on characteristics associated with the identity of the originating party.

13. (Withdrawn) The method in claim 10, wherein the VOIP transaction is a telephone call.

14. (Withdrawn) The method in claim 10, wherein the VOIP transaction is a video call.

15. (Withdrawn) The method in claim 10, wherein the VOIP transaction is a web call.

16.   (Withdrawn) An apparatus, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions directing the processor to:

receive a VOIP transaction originated from a computer which has routing information to a telephone or IP number;

route the transaction to that telephone number;

determine the identity or profile of the terminating party; and

determine targeted marketing materials based on the identity of the terminating party; and

provide targeted marketing materials to the originating party.

17. (Withdrawn) A method comprising of:

receiving a VOIP transaction from a user computer or wireless device;

identifying cookies or web site favorites stored on that computer; routing the

transaction requested by the user; and

       displaying relevant marketing materials to user while the transaction is in

place.

18. (Withdrawn) A method comprising of:

       receiving a VOIP transaction from a user;

       identifying a user-specific characteristic associated with a user's IP

address associated with a computer or wireless device ID;

       routing the VOIP transaction to the appropriate terminating party; and

       displaying marketing information to the user based on the user-specific

characteristic.

19. (Withdrawn) The method of claim 18, further comprising:

       identifying additional user information based on the user-specific

characteristic;

       requesting an advertisement from an advertising listing based on the

additional user information; and

       preparing the advertisement for display as the marketing information.

20. (Withdrawn) The method of claim 19, wherein the marketing information is displayed

on a cellular phone display.

21. (New) The method of claim 1, wherein the targeted marketing material comprises a coupon.

22. (New) The method of claim 21, wherein the coupon comprises a coupon for an airline ticket.

23. (New) The apparatus of claim 3, wherein the targeted marketing material comprises a coupon.

24. (New) The apparatus of claim 23, wherein the coupon comprises a coupon for an airline ticket.